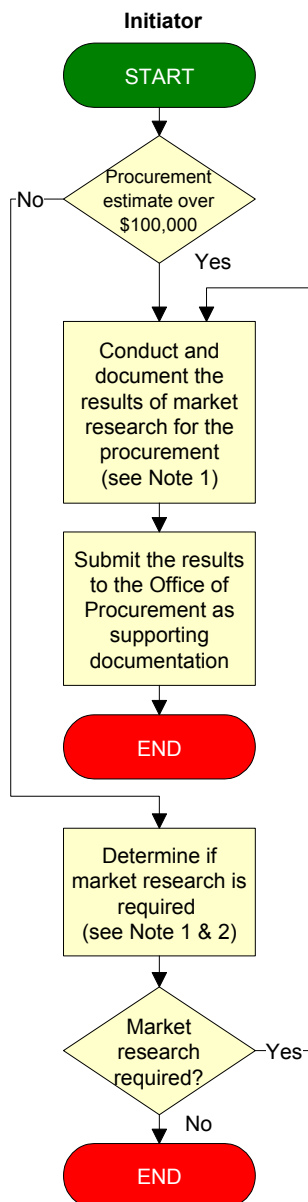


MARKET RESEARCH FOR PROCUREMENTS

LMS-CP-4504
Revision: C



Objectives:

- identify available sources for commercial items that will meet Agency needs or that can be modified to meet Agency needs within a required delivery schedule
- to identify commercial terms and conditions common to the relevant industry
- to determine if there are socially or economically disadvantaged businesses that are capable of performing the work

Approval _____ Original signed on file
Associate Director for Business Management

General Information

No official records are generated by the implementation of this procedure.

Note 1

The purpose of market research is to identify available sources for commercial items and the terms and conditions common to the relevant industry such as maintenance, packaging and marking, buyer financing and warranty information. Market research is also used to determine if there are small businesses that are capable of performing the work so that appropriate procurement set-aside decisions can be made. Market research is also performed to determine if there are available supplies or services that are compliant with *Section 508 Standards for Electronic and Information Technology (EIT).

website: <http://www.access-board.gov/sec508/guide/index.htm>

*The Workforce Investment Act of 1998 amended section 508 of the Rehabilitation Act of 1973 to require that when developing, procuring, maintaining or using EIT, agencies must ensure that employees with disabilities have access to and use of information and data that is comparable to that for other employees; and members of the public with disabilities seeking information or services from an agency have access to and use of information and data that is comparable to that for members of the public without disabilities.

Any combination of the following methods for conducting market research is acceptable:

- Contacting knowledgeable individuals
- Obtaining source(s) lists
- Review of results of previous buys
- Review of market research findings for similar items
- Querying Government databases
- Publish formal requests for information (**market surveys or sources sought synopses)
- Review of catalogs and product literature
- Conducting interchange meetings or pre-solicitation conferences

Market research is not a substitute for the process described in LMS-CP-4501. Evaluation and selection of the product or service is accomplished through the LaRC Procurement Process described in LMS-CP-4501.

****The Office of Procurement will assist in any market research effort when requested.**

Note 2

For procurements under \$100,000, market research is discretionary and required only when adequate information is not available and the circumstances justify the cost of the market research.